

**THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:**

1. A method of producing an entertainment product comprising the steps of:
  - (a) designating a predetermined number of elements, associated with said entertainment product, that are open for application;
  - (b) registering a plurality of public producers upon receiving public producer applications that are open to the public;
  - (c) registering a plurality of contestants for each said element upon receiving contestant applications that are open to the public;
  - (d) registering public producer input regarding contestants;
  - (e) determining at least one winner for each said element based at least partially on said public producer input; and
  - (f) producing the entertainment product in accordance with the winners.
2. The method according to claim 1 wherein said entertainment product is a film.
3. The method according to claim 1, wherein said entertainment product is music.
4. The method according to claim 1, wherein said entertainment product is a musical.
5. The method according to claim 1, wherein said entertainment product is a game.
6. The method according to claim 1, wherein said entertainment product is a play.
7. The method according to claim 1, wherein said entertainment product is multi-media.
8. The method according to claim 1 wherein public producers and contestants are listed in the credits of said entertainment product.
9. The method according to claim 1 wherein registering each public producer requires the receipt of a fee from said public producer.

10. The method according to claim 1 wherein registering each contestant requires the receipt of a fee from said contestant.
11. The method according to claim 1, wherein said public producer input is votes.
12. The method according to claim 1, wherein said public producer input is ratings.
13. The method according to claim 1, wherein said public producer input comprises both ratings and votes.
14. The method according to claim 13, wherein ratings determine a shortlist of contestants for at least one category and votes based on said shortlist determine at least one winner.
15. The method according to claim 1, wherein there is an additional step comprising selling or auctioning items used for said producing of said entertainment product.
16. The method according to claim 1, wherein said producing of said entertainment product further comprises placing people, product or proper names within the entertainment upon receiving a fee.
17. A method of determining the identity of elements to be used in producing an entertainment product comprising the steps of:
  - (a) designating a predetermined number of elements, associated with said entertainment product, that are open for application;
  - (b) registering a plurality of public producers upon receiving public producer applications that are open to the public;
  - (c) registering a plurality of contestants for each said element upon receiving contestant applications that are open to the public;
  - (d) registering public producer input regarding contestants; and
  - (e) determining at least one winner for each said element based at least partially on said public producer input wherein each said winner of a said element represents the identity of said element.
18. The method according to claim 17 wherein said entertainment product is a film.

19. The method according to claim 17, wherein said entertainment product is music.
20. The method according to claim 17, wherein said entertainment product is a musical.
21. The method according to claim 17, wherein said entertainment product is a game.
22. The method according to claim 17, wherein said entertainment product is a play.
23. The method according to claim 17, wherein said entertainment product is multi-media.
24. The method according to claim 17, wherein public producers and contestants are listed in the credits of said entertainment product.
25. The method according to claim 17, wherein registering each public producer requires the receipt of a fee from said public producer.
26. The method according to claim 17, wherein registering each contestant requires the receipt of a fee from said contestant.
27. The method according to claim 17, wherein said public producer input is votes.
28. The method according to claim 17, wherein said public producer input is ratings.
29. The method according to claim 17, wherein said public producer input comprises both ratings and votes.
30. The method according to claim 29, wherein ratings determine a shortlist of contestants for at least one category and votes based on said shortlist determine at least one winner.
31. A computer program product, comprising a memory having computer-readable code embodied therein for determining the identity of elements to be used in producing an entertainment product comprising:
  - (a) code means for designating a predetermined number of elements, associated with said entertainment product, that are open for application;
  - (b) code means for registering a plurality of public producers upon receiving public producer applications that are open to the public;

- (c) code means for registering a plurality of contestants for each said element upon receiving contestant applications that are open to the public;
  - (d) code means for registering public producer input regarding contestants; and
  - (e) code means for determining at least one winner for each said element based at least partially on said public producer input wherein each said winner of a said element represents the identity of said element.
32. The product according to claim 31, wherein said entertainment product is a film.
  33. The product according to claim 31, wherein said entertainment product is music.
  34. The product according to claim 31, wherein said entertainment product is a musical.
  35. The product according to claim 31, wherein said entertainment product is a game.
  36. The product according to claim 31, wherein said entertainment product is a play.
  37. The product according to claim 31, wherein said entertainment product is multi-media.
  38. The product according to claim 31, wherein public producers and contestants are listed in the credits of said entertainment product.
  39. The product according to claim 31, wherein registering each public producer requires the receipt of a fee from said public producer.
  40. The product according to claim 31, wherein registering each contestant requires the receipt of a fee from said contestant.
  41. The product according to claim 31, wherein said public producer input is votes.
  42. The product according to claim 31, wherein said public producer input is ratings.
  43. The product according to claim 31, wherein said public producer input comprises both ratings and votes.
  44. The product according to claim 43, wherein ratings determine a shortlist of contestants for at least one category and votes based on said shortlist determine at least one winner.

45. The product according to claim 31, wherein there is an additional step comprising selling or auctioning items used for said producing of said entertainment product.
46. The product according to claim 31, wherein said producing of said entertainment product further comprises placing people, product or proper names within the entertainment upon receiving a fee.